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TLS Transportation & Logistics Society University of North Florida

TLS NEWSLETTER: BEYOND THE CLASSROOM

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IN THE KNOW: UNF T&L FLAGSHIP PROGRAM CASE COMPETITION NEWS

By: Lynn Brown

National case competitions offer great visibility for the UNF Transportation & Logistics Flagship Program. Our students can compete with confidence against any other nationally ranked program because UNF's curriculum is rigorous and challenging. The logistics faculty at UNF are internationally recognized and engaged in leading edge research, which has a direct affect on the relevance of the course work presented in the classroom. When UNF students succeed on a national stage it sheds more light on the quality of the UNF T&L Program and improves the stature and reputation among academic programs and business professionals throughout the nation.



Operations Stimulus 2010: Tracie Brinkley, Austin Yee, Claudia Gorham, Toby Robin

In January 2010 a team of UNF T&L students traveled to Denver, Colorado to compete in the 29th Annual Operation Stimulus. Operation Stimulus is a national case competition and supply chain forum. This was the first year UNF was invited to compete against 14 other schools including top-ranked Ohio State, Michigan State, Syracuse, Colorado State and the Universities of Arkansas, Denver, Houston and Miami. Tracie Brinkley, Claudia Gorham, Toby Robin and Austin Yee represented UNF and surprised everyone by winning the entire competition. In January of this year Kyle Groothuis, Shatise Johnson, Thomas Morrison and Austin Yee went back to Operation Stimulus to defend our title.

Unfortunately, UNF did not come home with the grand prize, but Dawn Russell was very proud of their performance. Along with a trade show, the students participated in several breakout sessions and had an opportunity to interview with recruiters from national and international supply chain and logistics business organizations.

In April UNF will host the 3rd Annual Logistics & Supply Chain Management Case Competition, which is being sponsored by the Intermodal Association of North America. This year seven schools will compete against UNF including Auburn University, University of Arkansas, Georgia Southern University, University of Maryland, University of North Texas, and the University of Tennessee. The members of the judging panel are business professionals from all over the nation with diverse backgrounds in international business, port operations, 3PLs, manufacturing, distribution, and maritime shipping. UNF won the competition back-to-back in 2009 and 2010, and we hope there is a three peat in our future. Pat Graham, Kyle Groothuis, Thomas Morrison and Austin Yee are representing the UNF T&L Flagship. Kyle Groothuis was on the team that won in 2010 along with Joe Finnigan, Claudia Gorham, and Brock Renner. Kyle is a

2010 Winners: Joe Finnigan, Claudia Gorham, Brock Renner, Kyle Groothuis



seasoned veteran of case competitions and we hope he will lead the UNF to victory. On behalf of the Coggin College of Business Transportation & Logistics Flagship Program and the University of North Florida, I would like to thank the students serving on our case competition teams for all their hard work and effort. We are very proud of all of you!

TLS GENERAL MEETING:

JAXPORT Crossroads of the World

March 23

42 / 1020

9pm - 10pm



Proudly Serving:

Pollo Tropical & Panda Express



LIFE AFTER GRADUATION: REBECCA BRATCHER, CTL

By: Kyle McNamara



UNF's transportation and logistics graduates are represented across many industries, and this month we have a chance to get to know Rebecca Bratcher. Rebecca graduated in August of 2009 and is currently working as a market analyst for the Crowley Maritime Corporation. She works an average of 44 hours per week assisting both senior management and the sales team with import/export analyses to enable strategic decision making. She also handles customer and revenue reporting and assists with any publications or business development projects.

While Rebecca did not hold a leadership position in the Transportation and Logistics Society, she attended meetings, networking events and facility tours. Through this level of involvement, she was chosen to compete in the Inaugural UNF Logistics & Supply Chain Management Case Competition. As a member of the first place team representing UNF, Rebecca gained crucial knowledge and skills she uses every day in the work place. Rebecca also credits the T&L Flagship Career Day with her current job. Through the interview process and networking, she landed a part-time job that she kept throughout the last 8 months of her undergraduate studies. Upon graduation, she was offered a full-time position at Crowley. We are very proud of Rebecca and her accomplishments at UNF and now at Crowley Maritime.

IMPORTANT UPCOMING DATES

March 18, Coggin Scholarship Deadline - Get your applications in!

March 23, 9:00 p.m. (42/1020): TLS Meeting - Jaxport Crossroads of the Globe with special guests from Jaxport, Horizon Lines, the Propeller Club of Jacksonville, and Sea Star Line. Join us for an interesting discussion on Jaxport's Trade Lanes. We are serving up Pollo Tropical to represent the north/south lane and Panda Express to represent the east/west lane. It will be a great warm-up or those of you going on the Big Sea Day tour of Jaxport.

March 29, 6:00 – 7:15 p.m. UNF University Center (bldg. 43): T&L Flagship Executive Spotlight: Railroads - Leading the Way to Economic Recovery Can rail freight truly be an early leading economic indicator? If you turn on the news today, one cannot help but wonder if rail transport is poised to be one of the key engines leading the way to economic recovery. The Transportation & Logistics Program at UNF will host a panel of executives from the rail industry to discuss the following issues:

- What have the railroads done to soften the recent economic downturn?
- Are railroads prepared to address the fresh challenges that face the industry?
- Are the railroads poised to take advantage of today's new customers?

April 8, Relay for Life - Walk begins at 6:00 p.m. and continues until noon on April 9 at the UNF Amphitheater

The TLS Jammin' Jags will raise money for the American Cancer Society. It is a fun event for a great cause so please join the team! Follow the link to join us! http://main.acsevents.org/site/TR/RelayForLife/RFLFY11FL?team_id=801822&pg=team&fr_id=29598

April 1, 7:00 a.m. - 4:30 p.m. Big Sea Day - JAXPORT Tour sponsored by the Propeller Club: Transportation provided. Space is limited. R.S.V.P. TLSociety@unf.edu. The day begins with a voyage on a Crowley tugboat to Blount Island where students in the Transportation & Logistics Flagship Program enjoy a rare opportunity to see JAXPORT from the river. The excitement continues with tours of Sea Star Line, Horizon Line, and Trailer Bridge marine terminals, and lunch on a Horizon Lines ship. After lunch students are invited to watch the crane operators load and unload containers from the uppermost deck of the ship. It is an unforgettable experience that would not be possible without the support of the Propeller Club.

April 8, IANA Logistics & Supply Chain Management Case Competition at UNF - UNF University Center

UNF will face Auburn, University of Arkansas, Georgia Southern University, University of Maryland, University of North Texas and the University of Tennessee for top honors.

April 13, 9:00 p.m. (42/1020) TLS Elections - TLS will elect officers for the 2011 – 2012 academic year. Leadership experience is a critical component of a well rounded student. Don't miss your chance to make a difference at UNF and prepare for career opportunities.

April 28, T&L Flagship Spring Banquet, in the Student Union Ballroom - Mark your Calendar and plan to join us as we congratulate our graduates and celebrate the accomplishments of 2010 – 2011. The event is free for students. Friends and family are invited (a suggested donation of \$25 per person at the door).

GET TO KNOW: LYNN BROWN

I am currently the Associate Director of the Transportation & Logistics Flagship Program at UNF and the advisor for the Transportation & Logistics Society. I earned my Bachelor's degree from UNF in December 2003 with a double major in Transportation & Logistics and Banking & Finance. As a student, I was a charter member of TLS when the club formed in 2001. I served as Vice President and was President of TLS the first year we were voted UNF's Club of the Year for 2002-03. TLS was Club of the Year in 2008 and again in 2009, we have close to 100 members and the club has raised thousands of dollars for the Hubbard House and Relay for Life (American Cancer Society). I am very proud of the students in the program because there is a consistent level of excellence.

From February 2004 through September 2007 I worked as Associate Director of UNF's Annual Giving Program and Alumni Services. I was thrilled to come back to the Coggin College in the fall of 2007 to work for the T&L Flagship. It is very rewarding to work with students and develop relationships in the business community. Whenever graduation rolls around it is bittersweet. I am so happy to see the transformation from student to young professional, but it is a little sad to see my friends move on. Many keep in touch, which helps the T&L alumni network get stronger every day.

I encourage you all to drop by my office to say hello!

